

Non-Alcoholic Beverages at Restaurants - US - May 2013

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"Consumer tastes have become more sophisticated, and they are increasingly searching for new specialty beverages that offer a unique experience. However, a greater focus on health aspects of sugary beverages and their link to obesity is affecting the market and causing shifts in menuing and the promotion of beverages."

– Bethany Wall, Foodservice Analyst

In this report we answer the key questions:

- How do health concerns influence beverages?
- How can operators appeal to the rising complexity of consumer tastes?
- How can operators meet new needs as the role of drinks shift?
- How can operators entice consumers away from ready-to-drink options?

This report aims to pinpoint specific opportunities restaurants can undertake to boost drink sales, and in turn check averages, across all restaurant segments and drink types. The non-alcoholic drink industry is being affected by evolving consumer consumption patterns, which include a focus on health, customization, snacking, and meal replacement. Additionally, there is more competition from more channels that are competing on price in the weaker economy. Whether adding new flavors, ingredients, customization options and/or accommodating specific dietary needs, operators need to entice consumers with value-added products consumers are willing to pay for.

This report focuses on non-alcoholic beverage trends within the restaurant industry, both from an industry and consumer perspective. The most common non-alcoholic beverage types used in restaurants are soda, tea, and coffee; however, analysis of other non-alcoholic beverages less widely used at restaurants is also included.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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How can operators appeal to the rising complexity of consumer tastes?
How can operators meet new needs as the role of drinks shift?
How can operators entice consumers away from ready-to-drink options?

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Key points

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